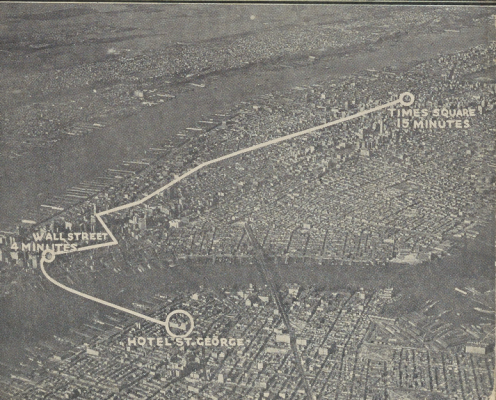
The St. George

THE HOTEL-HOME
for MEN *and* WOMEN



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With its comfortable chairs and beautiful stained glass ceiling, the St. George Lobby is a splendid spot to meet or rest

Hotel St. George

Clark Street, Brooklyn
New York City
Telephone - Main 10,000

1200 Rooms
800 Baths
Covering a City Block

Clark Street Express Station, Interborough Seventh Avenue Subway, in Building

4 *Minutes to Wall Street*
15 *Minutes to Times Square*

"There's a Hotel Over in Brooklyn"

ONE hears a highly complimentary expression start in that manner in every section of the country from which experienced travelers have visited New York.

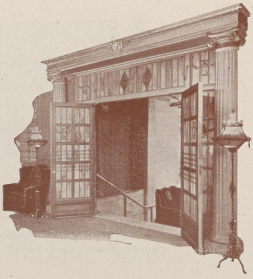
Veteran skilled tourists *know* what constitutes the ideal stopping place. They have sought out the St. George to live in while in New York, even if their visit last a year, and it often does.

Thus has the St. George reputation spread over the country, for this establishment has the peculiar attractiveness which appeals uniformly to the transient visitor and the permanent guest.

What is New York's Fastest Growing Hotel?

SINGLE men and women, young married couples and older people with children of all ages—all find the St. George exactly to their liking as a permanent home.

Delightful corners like this are to be found in profusion throughout the public rooms



The entrance to the Grand Ball Room is a charming introduction

Only three hotels in all Greater New York, regardless of location and age, exceed the St. George in number of rooms. One of these caters to wealth while the other two appeal almost wholly to transient guests, such as commercial travelers, who are in need of the briefest accommodations.

The St. George is by far the largest hotel-home and it is growing much more rapidly than any other New York hotel regardless of the kind of patronage it seeks.

Proof of St. George Popularity

THE St. George consists of some 1200 rooms in seven buildings, all connected. There is the original building and six additions each the result of increasing demand on the part of the public.

The latest addition increased the former total capacity by 50 per cent. at one stroke, and it is significant that a large percentage of these 400 new rooms were contracted for prior to the completion of the structure.

The Grand Ball Room Foyer is commodious and richly decorated

Large But Intimate

THE St. George offers every advantage which comes with bigness; yet it preserves the same intimate atmosphere which characterized and made the reputation of the original hotel many years ago.

The St. George is no colossal and forbidding block of masonry. Rather it is a cozy cluster of homey buildings with ample light on every side and in every room.

The newcomer does not find his life cast in the "efficient" mold of a gigantic machine. Instead he finds the encouragement of his individuality, and an army of competent employees anxious, not to follow standard rules made by and for the owners, but rather to fulfill the wishes of guests swiftly and willingly. They serve well because they believe in service—not because they *must.* There *is* a vast difference.

Where is the St. George?

THE St. George occupies an entire block on Brooklyn Heights, directly across the East River from Lower Manhattan.

The neighborhood is quiet and refined. It always has ranked as the most aristocratic section of Brooklyn and retains the restrictions one would naturally expect to find in such a locality. The leading stores, churches and amusements of Brooklyn all lie within a few blocks.

Being so close to New York Harbor the air is always clean and fresh—totally lacking the contamination which countless thousands of chimneys bring to Manhattan.

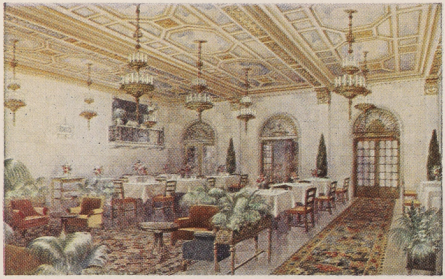
The St. George is "Handy"

CLARK STREET Express Subway Station (Interborough Seventh Avenue Line) is directly beneath the St. George. It is deep enough to keep all suggestion of train noises out of the buildings. Passengers reach the main floor of the hotel by commodious elevators.

Using this line, Wall Street, New York, is a little less than four minutes away, while Times Square is reached in fifteen to eighteen minutes.

It would be difficult to imagine greater convenience than this. You can live in the quiet, comfort and economy of the St. George with all Greater New York within a very few minutes comfortable travel. The Atlantic Avenue Terminal of the Long Island R. R. is reached easily and directly by subway in a few minutes.

A cozy nook in the Oak Room



In the New Spanish Dining-Room charming atmosphere crowns perfect food

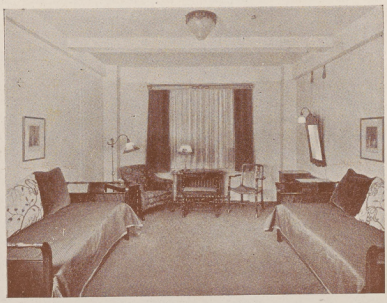
Dining at the St. George

ST. GEORGE cuisine has been famed for forty years, and facilities are designed to maintain the splendid St. George traditions in this regard.

There is the marvelous new Spanish Dining-Room that compares in beauty with any other to be found. Then there is the new and convenient Buffet, both places offering the best food at very low cost.

You can have a leisurely meal amid the beauty of the Spanish room, or a quick bite in the Buffet when you are in a hurry.

Prices of *table d'hôte* meals run as low as 40 cents for breakfast; 50 cents for blue-plate luncheon and $1.00 for dinner. Also *à la carte.*



The double rooms are proportionately larger than the single rooms and embody the same excellent dual use as bed-living rooms

Rooms in the St. George

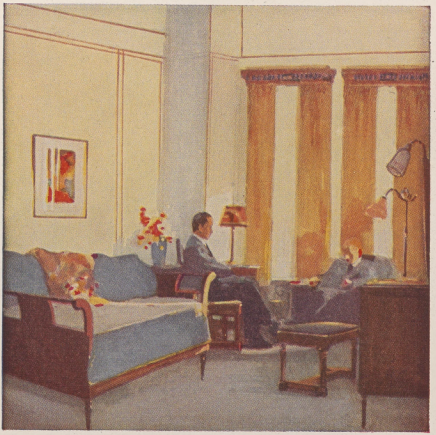
THERE are now some 1200 single and double rooms, making the St. George the fourth largest hotel in Greater New York.

The latest addition contains 400 rooms which are in every respect the last word in beauty and comfort.

Every room is beautifully furnished, spacious and carefully serviced. There is an abundance of light and clean, fresh air.

There are a dozen entirely different decorative schemes from which to choose. The furniture is of the choicest designs, done in walnut and mahogany.

There are thick, rich carpets, beautiful hangings, over-stuffed chairs, and many little refinements, such as mirrors, reading lamps, vases, pictures, and end-tables which are found usually only in well-appointed homes.



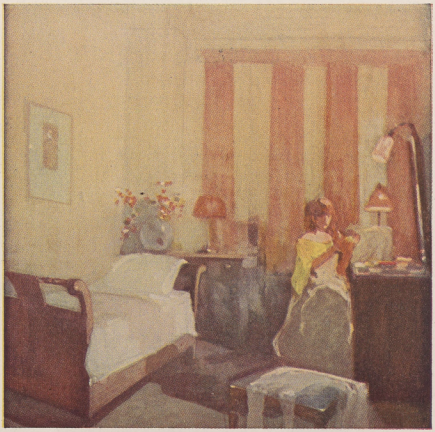
Here is a single new addition room made up for the day. It is, to all purposes, a well-appointed living room

THE BIG IDEA INCORPORATED IN THESE ROOMS MAKES THEM DIRECTLY EQUIVALENT TO TWO ROOMS. BY DAY THEY ARE OUT-AND-OUT LIVING ROOMS, WITH NO SUGGESTION OF A BED, BECAUSE THEY ARE MADE UP AS HANDSOME SOFAS.

At night this couch is automatically transformed into a luxurious bed—box-spring, hair mattress, and clean, white linen. The change takes less than three minutes.

Each of these rooms has a fully equipped, modern, tiled bath with running ice-water, and there is a very large closet. In every practical detail each of these rooms is, in effect, a two-room suite.

The double rooms are larger, of course, and have *two* sofa beds.



A single new addition room transformed in a moment into a comfortable bed-room. The day-bed is wide and has a hair mattress, box spring, and spotless linen

Daily Transient—

NEW ADDITION RATES

Single rooms (with bath) $4.00, $4.50, $5.00, $5.50 per day.

Double rooms (with bath) $6.50, $7.00, $8.00, $9.00, $10.00 per day.

Weekly Transient—(up to four weeks) six times daily rate.

Weekly Permanent—(four weeks or longer).

Single rooms (with bath) $21.00 to $32.00 per week.

Double rooms (with bath) $32.00 to $50.00 per week.

Suites—

Two connecting rooms with baths.

Daily Transient—$8.00, $10.00, $12.00, $14.00, $15.00 per day.

Weekly Transient—(up to four weeks) six times daily rate.

Weekly Permanent—(four weeks or longer) $46.00 to $79.00 per week.

Three connecting rooms with baths.

Daily Transient—$12.00 to $20.00 per day.

Weekly Transient—(up to four weeks) six times daily rate.

Weekly Permanent—(four weeks or longer) $69.00 to $108.00 per week.

Larger suites in proportion.

"How Economically Can I Live at the St. George?"

Single room with bath—

With all three meals (all meals for seven days) at the hotel (*Table d'hôte*) $36.30 per week.

With only breakfast and dinner (*Table d'hôte*) at the hotel, $32.80 per week.

Double room with bath—

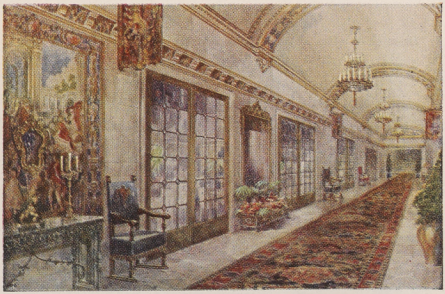
With all three meals at the hotel (*Table d'hôte*), $58.00 per week for two; $29.30 each. With only breakfast and dinner (*Table d'hôte*) at the hotel, $51.60 per week for two; $25.80 each.

Nothing is missing which could add an extra touch of charm to the public rooms

Thus it will be seen that it is possible to live at the St. George, with all meals, as well as room with bath, for as little as $5.19 per day single, and $3.69 per day each, double.

Surely you will agree that these are exceptional rates, particularly for an establishment that in every respect rivals the best in genuine comfort.

Please note that, in order to secure the low St. George room rates, there is no obligation to take meals at the St. George. Also there is a decided advantage over the American plan idea, because you pay ONLY for such meals as are actually ordered.



The Lounge outside the Spanish Room has few rivals in beauty

How the St. George is Able to Provide So Much for So Little

THE St. George is able to effect every economy which accrues to bigness, at the same time remaining cozy and intimate. This economy is directly reflected in St. George rates.

While perfectly situated for hotel purposes, the St. George location does not suffer from the enormous realty values and high taxes of mid-Manhattan property—values which are made by commercial trade exigencies.

Just another attractive spot out of many

The low prices at the St. George are further accounted for by thorough - going operating efficiency and the fact that, appealing largely to per-

manent and semi-permanent guests, there is a minimum loss through unoccupied rooms.

These, then, are the chief reasons why it costs so little to enjoy the luxury and comfort incident to living at the St. George.

Many passages revealing pleasant glimpses are a characteristic

Public Rooms

NEARLY the entire ground floor is taken up by broad corridors, lounges, lobbies, writing-rooms, music-rooms, etc., and there are countless cozy nooks where rest and chatting are a real pleasure.

The celebrated St. George orchestra, whose popularity has been increased by frequent radio performances, entertains in the main dining-room and the music-room every evening. The frequent house dances are looked forward to with pleasurable anticipation.

The music-room is ever popular for moments of inspired rest

General

USING your car from the St. George (plenty of nearby reasonable garages) has many advantages over starting from Manhattan where traffic conditions are very serious.

Here all Long Island lies before you and travel to and from New Jersey by lower New York ferries eliminates the hours of waiting usually encountered further uptown. Motoring to Staten Island and New Jersey beach resorts takes on new delights because there are *direct* Staten Island ferries which save about an hour over customary routes from New York.

In summer all the delightful Long Island beaches are very convenient by car and train.

Plenty of churches and amusements lie within a few blocks of the St. George. Within the hotel itself you will find the highest grade specialty shops ready to supply and cater to your every demand for comfort, luxury, personal adornment or last-minute necessities. The theatrical district of Manhattan is only fifteen minutes by subway.

St. George corridors are as attractive as the public rooms—a rare charm

Visit the St. George

WE extend a cordial invitation to you and your friends to inspect the St. George at your convenience.

You will be delighted with the pleasing details evident on every side. Your opinion with regard to the comfort, convenience, luxury and moderate prices of the St. George is sure to be very high.

The marble and bronze mantel in the Main Lobby is particularly popular with our guests

General Rates

Daily Transient—
Single rooms (without bath) $2.50, $3.00, $3.50 per day.
Single rooms (with bath) $3.50, $4.00, $4.50, $5.00, $5.50 per day.
Double rooms (with bath) $5.50, $6.00, $6.50, $7.00, $8.00, $9.00, $10.00 per day.

Weekly Transient—(up to four weeks) six times daily rate.

Weekly Permanent—(four weeks or longer).
Single rooms (without bath) $16.00 to $18.00 per week.
Single rooms (with bath) $21.00 to $32.00 per week.
Double rooms (with bath) $28.00 to $50.00 per week.

Suites—
Two rooms and bath.

Daily Transient—$7.00 to $15.00 per day.

Weekly Transient—(up to four weeks) six times daily rate.

Weekly Permanent—(four weeks or longer) $32.00 to $79.00 per week.
Three rooms and bath.

Daily Transient—$10.00 to $20.00 per day.

Weekly Transient—(up to four weeks) six times daily rate.

Weekly Permanent—(four weeks or longer) $42.00 to $108.00 per week.
Larger suites in proportion.

We believe these rates throughout to be materially below any others in New York for similar comfort, convenience and service.

HOTEL ST. GEORGE

Clark Street, Brooklyn

New York City

TELEPHONE MAIN-10,000

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Home
Through *the* Ages

AVERY
CLASSICS

How People Lived in the Beginning

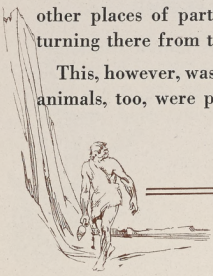
THE world is divided on the question of evolution, but everyone knows that once there was no civilization and that prehistoric man roamed the earth along with the animals, each seeking only self-preservation and enough to eat.

Man was the physical inferior of most animals, but he possessed the latent power of *reason,* and to this power the world undoubtedly owes all its progress for possibly more than a million years.

With his crude weapons man roved simply to seek food, safety from danger, and protection from the elements. Largely he lived alone because all men were enemies.

Gradually it became evident to these men that their women were unable to keep pace with their nomadic style of living, so the women and children were left in caves and other places of partial safety, the men returning there from the hunt.

This, however, was unsatisfactory because animals, too, were prone to seek out caves

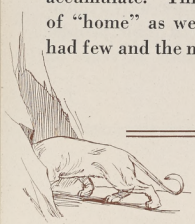


slow progress to accomplish all this; but it was the foundation for all that the world has since achieved, and as one outcome, man conceived a rudimentary idea of comfort which he later developed to the full.

The Birth of Home Life

IN those early tribes, villages and cities the individuals felt no particular antipathy toward yielding the rights of government to those who were better qualified than themselves to conduct community affairs. Indeed, these men did not resent giving over a certain amount of the herds, crops or other products of their industry in exchange for the benefits that the city gave them.

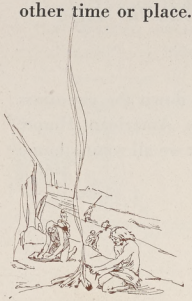
But these men *did* feel the desire for a smaller community of their own—a circle over which they could preside. Their right to do this was recognized by the authorities and each man was allowed to build a shelter to house himself, his wife, his children, and whatever possessions he might be able to accumulate. This place was the *beginning* of "home" as we know it. Of comforts it had few and the man was apt to wield an au-



thority based more upon mood and whim than upon any idea of justice.

Home Through the Centuries

SINCE those early ages, possibly half a million years ago, "home" has been, according to the period and country, the tents of Arabia, the huts of the jungle, the peasant homes and châteaux of France, the shacks and villas of Italy, the hovels and palaces of Russia, the humble dwellings and great castles of England. To us, greatest of all, is the American Home, which represents an average of harmony, luxury, comfort, convenience and general desirability far higher than was ever known in the world's history at any other time or place.



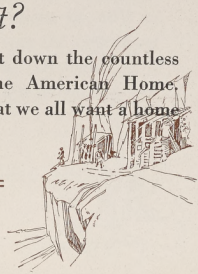
The American Home

TRADITIONALLY and actually it is the abode of contentment and plenty. It is well enough to say "home is where the heart is," but in America it means more than that. It is the place where we have our loved ones and our possessions. It means comfort molded according to our own individual ideas of comfort. It means convenience expressed according to our own estimates. It means surroundings in harmony with our moods. It means a smooth-running establishment wherein harmony may unfold as a flower to the sun.

We think of home as an intimate sort of place where we can reveal the best that is in us with full knowledge that it will not be misunderstood.

What Does "Home Life" Cost?

NO need here to set down the countless advantages of the American Home. They are so weighty that we all want a home.



and are willing to make every effort to have one, but what is the cost?

The city dweller knows the answer to that. The husband knows it in terms of money. He knows that there is a never-ending effort to provide additional comforts. He looks forward to another servant, some new furniture, insurance, a new car, a thousand and one things that are expensive, and as some needs are satisfied, new desires come into being.

The wife knows the cost of home life in terms of constant effort—incessant work. There are servant problems and management tangles, meals to be considered and cleaning to be done. The world at large little appreciates how trying are the cares of conducting any well-managed home.

Surely, while the American Home is a magnificent institution, it costs heavily to maintain.

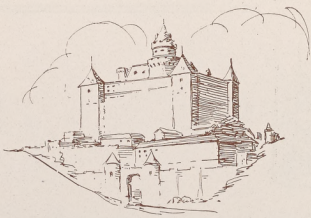
This being true, how perfectly natural that modern science—that priceless power—should have bent its shoulders to the task of preserving all that is glorious in the American Home while eliminating drudgery and much of the expense that was formerly required.

What Was the Hotel Idea Formerly?

ONCE hotels made no pretense at being home. They provided only food and lodging for the traveler. They made no bid for permanent residents. Some were cheap and others expensive according to their plainness or luxuriousness—that was all. This state of affairs has not changed very materially to the present day, except in one or two isolated instances.

What Makes Modern Hotels Attractive?

THEY are conveniently placed and perform certain services that otherwise can be enjoyed only in many-servanted homes, and they provide these conveniences at reasonable cost. But for all that, the average hotel is not *home*. The guest must needs conform to the routine conduct of the establishment, even though services are performed for him which at home he would have to perform for himself.



Can a Hotel Successfully Combine Hotel Services with the Advantages of Home and at Low Cost?

THIS sort of question is best answered by citing an actual case in point. A true hotel-home *does* exist. Its success is amply attested by the patronage of hundreds of people whose former experience covered fine homes and the most exclusive hotels all over the world. The demand of such people, often in moderate circumstances, has just forced this remarkable and already large establishment to increase its capacity 50 per cent. Are not these facts of sufficient importance to interest you in the details of how you, too, may have every advantage of a luxurious home *combined* with the finest hotel service at very low cost?

We are sure you will agree that they are.

The St. George Idea

SOME years ago Bing & Bing, Inc., one of the largest real estate organizations in the world, conceived the idea of bringing into being a totally new idea in hotel service. The officials of this corporation set out to secure an established hotel property which already came nearest to their ideal and to mold it to their plan: a hotel that would combine the finest of hotel service with every advantage of a luxurious home, at prices well within the means of average people.

The search conducted by Bing & Bing resulted in the purchase of *The Hotel St. George* on Brooklyn Heights—4 minutes from Wall Street and 15 minutes from Times Square.

So successful was the New Idea from the first that an addition became necessary, and this made the St. George the fourth largest hotel in Greater New York.

The other section of this book tells the St. George story in detail. Every minute you spend reading it will have been well invested and—if you accept its suggestion—you will have entered upon a new kind of life much to your liking.

HOTEL ST. GEORGE

Clark Street, Brooklyn

New York City

TELEPHONE - MAIN 10,000

The St. George Is Convenient